



Dow Building Solutions

February 1, 2010

DOW BUILDING SOLUTIONS PRICE INCREASE ANNOUNCEMENT

Dear Valued Customer:

Effective March 1, 2010, The Dow Chemical Company will increase the selling price on Dow Building Solutions products per the table below.

Product(s)	Percent Increase
Dow Styrofoam™ Extruded Polystyrene Insulations	10%
Dow High Performance Underlayment and Protection Board (Fanfold)	7%

Orders placed prior to the close of business on Friday, February 26, 2010 with scheduled ship dates through Friday, March 12, 2010 will receive current prices. All orders placed on or after Monday, March 1, 2010, and all shipments on or after Monday, March 15, 2010 will be priced at the new levels.

Commercial bidding of jobs that are shipping after March 1, 2010 will be priced at the new levels. Quoted pricing for existing jobs is subject to price escalators as outlined in the price request form.

Quantities shipped at current pricing levels during the months of February and March may not exceed your 2009 monthly average.

Your new product specific prices will be communicated to you by February 15, 2010. If you have any questions, please contact your local Dow sales representative.

We are committed to delivering the highest level of service, to providing quality products and to helping you enhance your business. Thank you for the opportunity to supply your needs and for your continued support and understanding.

Sincerely,

Jim Gurnee
Director, NA Marketing
Dow Building Solutions